

## ABSTRACT

An electronic communication service is provided to which a user can subscribe and receive direct online mailings from member businesses while aggregating personal mail from across several electronic mail identifiers. A user can log into the service, provide information in the form of a name, address, and other demographic information, and the system then generates a personalized account. The user can solicit online mailings from member businesses by selecting the types and sources of offers the user wishes to receive. Member businesses can generate online mailings and can target same based on user demographic information. Businesses can provide conventional postal mailing address lists, and the electronic communication service of the present invention can convert same into an electronic mail list by matching conventional postal addresses to user electronic mail addresses based upon user provided information. In processing of email between businesses and users, the system automatically translates and substitutes name and address with electronic mail identifiers such that a user's electronic mail identification is never provided to the business. Finally, SPAM is filtered from the system by comparing all mail to a SPAM database so that only mail originating from a solicited member business is delivered to subscribed users.